

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A280.3939
M34C

LIBRARY
CURRENT SERIAL RECORDS
★ DEC 4 - 1958 ★
U.S. DEPARTMENT OF AGRICULTURE

CONSUMER PURCHASES OF

Selected Fruits and Juices

JUNE 1958



CPFJ 67

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

August 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JUNE 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

Household purchases of fruit and vegetable juices, computed on a single-strength basis, in June 1958 were about 12 percent less than in June a year earlier. The decline reflected a 43-percent drop in purchases of frozen concentrated orange juice and rather large declines in purchases of lemon juice and single-strength and frozen concentrated grapefruit juices. Offsetting in part were substantial increases in purchases of canned single-strength orange juice and the single-strength and frozen concentrated juices not separately reported. Moderate gains also were reported for chilled orange juice.

Purchases of frozen concentrated lemonade and canned single-strength orangeade declined from June 1957 in contrast to larger purchases of frozen and shelf-pack concentrated orangeades.

Purchases of fresh oranges in June 1958 were about one-third below the June 1957 volume, while grapefruit purchases were down 44 percent. Buying of lemons, however, was moderately greater than a year earlier.

Prices paid for fresh and processed oranges and grapefruit were considerably higher in June 1958 than in the corresponding period a year earlier. The higher prices, along with the lower volume of purchases were directly related to the smallest orange and grapefruit crops for several years. The decline in crop production was associated with adverse weather conditions--freezes in Florida and hot weather and strong winds in California.

Prices paid for fresh lemons were a little higher than in June 1957, but were lower for lemon juice and frozen concentrated lemonade.

Production of citrus fruits and products, 1957-58: The July 1 estimate of the U. S. Department of Agriculture indicated the 1957-58 orange crop was about 17 percent smaller than a year earlier, with the crop in California down 35 percent, and in Florida, 11 percent. The grapefruit crop was estimated to be 10 percent smaller, reflecting a 17-percent drop in Florida, partially offset by increases in other States. It was estimated that Florida accounted for about three-fourths of the 1957-58 production of oranges and grapefruit.

According to published reports of the Florida Canners Association, production of frozen concentrated orange juice in Florida, where most of the orange and grapefruit juices are canned, was about one-fifth less in the 1957-58 season than in the preceding year. The decline reflected fewer oranges available for processing, and a 12-percent drop in the yield of juice per box of oranges. Production of shelf-pack concentrate was down even more, but the pack

of canned single-strength orange juice was moderately greater. Production of canned single-strength and of frozen concentrated grapefruit juice in retail sizes was down substantially.

The California lemon crop was estimated at 4 percent below 1956-57, but 20 percent above average. About 12 percent more lemons were processed by the end of June than a year earlier, but about one-third fewer lemons remained for harvest.

Frozen juices, chilled juice, and ades: Household purchases of frozen concentrated orange juice in a 28-day period in June 1958 were down 43 percent from the corresponding period in June a year earlier, and 35 percent from the June average for the 3 preceding years. The volume of purchases a year earlier was close to the record level while those in June 1958 were the lowest since early 1952. ^{1/} Only about 24 percent of the Nation's families bought frozen concentrated orange juice in June 1958 in comparison with more than 30 percent in the preceding June. Families purchased frozen orange concentrate as frequently as last June--about every 2 weeks--but the individual purchase dropped from about 4 cans (6-ounce) in June 1957 to 2.8 cans in June 1958, and the average buying family purchase fell from 8.3 cans to 5.9 cans. Prices paid for frozen orange concentrate averaged 23.9 cents per can, a rise of 10.6 cents over the record low of June 1957, and 8.6 cents more than the 1956-57 season average (table 1, fig. 1).

The average buying family spent about \$1.41 for frozen concentrated orange juice in the 28-day period in June, 30 cents more than a year earlier. The total consumer expenditure for the month, however, remained much the same as in June 1957, while expenditures so far this season (28-day periods October 1957-June 1958) were up 7 percent from the corresponding period of 1956-57.

Consumer buying of frozen concentrated juices other than orange and grapefruit was up 20 percent from June a year earlier, and purchases this season were 40 percent ahead of the same period in 1956-57. An average of 19.2 cents was paid in June 1958 for a 6-ounce can of "other" concentrate, a rise of 1.3 cents over the preceding June.

Consumer buying of chilled orange juice in June 1958 increased about 8 percent over the preceding June. The gain was associated with an increase in the proportion of families buying. This season's purchases of the product have been about one-fourth ahead of the corresponding 1956-57 months. Prices paid for chilled orange juice averaged 40.4 cents per quart, 5.5 cents more than in June 1957. On the average, buying families spent about \$1.66 for chilled orange juice during the 28-day period, 18 cents more than in June 1957 (tables 1 and 6).

Purchases of canned single-strength orangeade in June 1958 were down 15 percent from a year earlier. Buying remained at the level of the 2 preceding months, in contrast to a 40-percent seasonal rise between April and June in

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

both 1956 and 1957. Nevertheless, purchases this season remained about the same as a year earlier. The drop in volume of purchases from June 1957 reflected a decline in the proportion of families buying. About 27.8 cents was paid for a 46-ounce can of orangeade, an advance of 1 cent over June 1957 (table 2, fig. 2).

Household purchases of shelf-pack orangeade concentrate were up 35 percent from June 1957, with some increase in the proportion of families buying accounting for gain. Purchases of the product this season were about 22 percent ahead of the corresponding period in 1956-57. Prices paid averaged 17.9 cents per 6-ounce can, an increase of 0.9 cent over a year earlier (table 1).

Purchases of frozen concentrated orangeade in June 1958 were at the highest level in 3 years. The product was purchased by about 1 percent of the Nation's families, with buying families' purchases averaging 3.4 cans for the 28-day period. An average of 14.3 cents was paid for a 6-ounce can of the product.

The normal seasonal increase in purchases of frozen concentrated lemonade failed to materialize in June 1958. As a result, purchases of the product were 8 percent below the level of a year earlier. About 14 percent of the Nation's families bought the concentrate, compared with 17 percent in June 1957. The average buying family purchase, amounting to about 6 cans (6-ounce) for the 28-day period, was moderately larger. About 10.3 cents was paid for a can of frozen concentrated lemonade, the lowest reported in this series, begun in October 1951. Prices paid for the product declined relatively more than purchases increased, and buying family expenditures were somewhat less than in June 1957. Total consumer expenditures for the month, as well as those for the season, were well below levels of a year earlier (table 1, fig. 2).

Canned juices and fruit: Household purchases of canned single-strength juices in 28 days in June 1958 were up about 13 percent from the corresponding period a year earlier. Purchases averaged 3.2 cans (46-ounce) for the 51 percent of the Nation's families that bought this type of juice. In comparison, purchases averaged 3 cans for the 49 percent buying in June 1957. Prices paid for single-strength juices were moderately higher than a year earlier (tables 2 and 8).

Purchases of canned single-strength orange juice in June 1958 rose 24 percent over June a year earlier. An average of 2.2 cans (46-ounce) of the product was purchased by the 11 percent of families buying, a gain of 3 percent in the family purchase and 2 percentage points in the proportion buying. Purchases this season were about 50 percent ahead of the corresponding 1956-57 period. Approximately 34.3 cents was paid for a 46-ounce can of single-strength orange juice, a rise of 2.4 cents over June 1957. On the average, buying families spent about 7 cents more for canned orange juice than a year earlier (table 2, fig. 3).

Household purchases of canned single-strength grapefruit juice in June 1958 were down 16 percent from the level of a year earlier. This season's purchases of the product, however, were only about 3 percent behind the

corresponding period in 1956-57. The decline in volume of purchases from June 1957 was associated with some drop in the proportion of families buying and a 9-percent decrease in their purchases. Prices paid, at 31.4 cents per 46-ounce can of single-strength grapefruit juice, were up 4.3 cents from June 1957, and were the highest reported since October 1950. While the average buying family spent about 4 cents more for grapefruit juice than in June 1957, total consumer expenditures for the 28-day period remained at about the June 1957 level (table 2, fig. 3).

There was a relatively small seasonal upturn in purchases of single-strength lemon juice in June 1958, with the volume of purchases substantially below June 1957. This season's purchases, however, held at about the 1956-57 level. The decline in volume in comparison with the year earlier was associated with a drop in the proportion of families buying, and some decrease in the average buying family purchase. Prices paid for canned lemon juice dropped 1 cent from June 1957 to 10 cents per $5\frac{1}{2}$ or 6-ounce can in June 1958, the lowest reported since June 1952 (tables 2 and 6).

Household buying of prune juice in June 1958 was at the lowest level reported for more than 2 years. Purchases were down about 5 percent from June 1957, reflecting some decrease in the proportion of families buying and in the quantity purchased by the average buying family. About 33.9 cents was paid for a quart of prune juice, an advance of 1.1 cents over June 1957 (tables 2 and 7).

June 1958 household purchases of tomato juice were about the same as in the preceding June. This season's purchases to date also remained at about the level of a year earlier. Prices paid for tomato juice averaged 28.5 cents for a 46-ounce can, an advance of 1.7 cents from June 1957 (tables 2 and 7).

Household purchases of "other" canned single-strength juices--those not individually reported--were up 28 percent from June 1957. Purchases averaged about 2.5 cans (46-ounce) for the third of the Nation's families that bought during the 28-day period, a rise of 0.4 can in the average family purchase and 3 percentage points in the proportion buying. Prices paid in June 1958 for "other" juices averaged 31.5 cents per 46-ounce can, 0.9 cent more than a year earlier (tables 2 and 8).

Household buying of canned grapefruit sections in June 1958 reflected a 26-percent gain over the preceding June. This gain brought this season's purchases to about the level of the corresponding 1956-57 period. Nearly 6 percent of the Nation's families bought canned grapefruit sections in June 1958, compared with somewhat less than 5 percent a year earlier. However, the average buying family purchase--about 50 ounces--was somewhat smaller. Prices paid for grapefruit sections were up 1.5 cents to 20.1 cents per No. 303 can. Buying family expenditures were about 3 cents greater than in June 1957 (tables 2 and 4).

Fresh fruit: Household purchases of fresh oranges during the 4-week period in June 1958 dropped about 33 percent from the corresponding period a year

earlier. About one-fourth of the Nation's families purchased oranges during the month compared with about one-third in the preceding June. The average buying family purchased about 20 oranges in June 1958, the same as a year earlier. With prices averaging 61.5 cents a dozen, buying families spent about \$1.04 for oranges in June 1958. This compares with 81 cents a year earlier, when prices averaged 47.7 cents. To date, purchases this season were about 14 percent below the corresponding period in 1956-57, while total consumer expenditures for the season were down about 7 percent (table 3, fig. 4).

Purchases of California-Arizona oranges dropped 19 percent from the June 1957 level, while purchases of Florida oranges were down 54 percent. California-Arizona oranges commanded a price of 62.9 cents a dozen, 10.5 cents more than a year earlier. Florida oranges were purchased at 62.1 cents per dozen, an advance of 20.4 cents over the preceding June. Purchases of oranges not identified as to area of production were down about one-third from the preceding June, while prices paid were up 13.8 cents (table 3, fig. 5).

Purchases of fresh grapefruit in June 1958 fell 44 percent from the level of a year earlier. The proportion of families buying--10 percent--was down about 5 percentage points, and the average buying family purchase--7.8 grapefruit--was down about 9 percent. Prices paid for grapefruit, up 27 cents over June 1957, averaged \$1.25 per dozen, the record high for this series. With purchases dropping relatively more than prices advanced, total consumer expenditures for the month were down about one-fourth from a year earlier. Total consumer expenditures for the season, however, were about the same as a year earlier (table 3, fig. 4).

Purchases of California-Arizona grapefruit remained at about the 1956-57 level, while buying of Florida grapefruit was down 70 percent. Purchases of unidentified grapefruit also declined substantially. Prices paid for California-Arizona grapefruit were up about 27 cents to \$1.12 cents per dozen in June 1958, while for Florida grapefruit, prices were up 46 cents to a record of \$1.49 per dozen.

Purchases of lemons improved moderately in June 1958 over the corresponding 28 days a year earlier, with this season's purchases also moderately greater than in the corresponding 1956-57 months. Buying family purchases rose from about 11 lemons in June 1957 to a little more than 13. The proportion of families buying, however, was down about 4 percentage points. Prices paid for lemons were up 1 cent from June 1957 to 42.7 cents a dozen. The average buying family spent about 9 cents more for lemons in June 1958 than in June a year earlier (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, June 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	23.5	30.3	3,320	5,838	2.1	2.1	16.8	23.7	6	23.9	13.3
Grapefruit.....	1/	1.0	1/	92	1/	1.3	1/	18.2	6	1/	14.7
Other concentrates.....	2/	2/	700	581	2/	2/	13.8	13.7	6	19.2	17.9
Total.....	26.8	32.9	4,074	6,511	2.4	2.3	16.1	22.2			
Chilled orange juice.....	4.0	3.7	2,087	1,933	3.4	3.4	38.6	39.9	3/32	40.4	34.9
Concentrated ades:											
Frozen:											
Lemonade.....	14.3	17.0	2,048	2,231	1.4	1.5	25.5	22.8	6	10.3	11.0
Shelf-pack:											
Orangeade.....	1.6	1.1	144	107	1.4	1.4	16.5	17.1	6	17.9	17.0

1/ Too few purchases reported for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, June 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.0	9.0	1,328	1,071	1.8	1.7	57.4	59.2	46	34.3	31.9
Grapefruit.....	7.2	7.5	749	888	1.5	1.5	60.2	66.3	46	31.4	27.1
Lemon.....	3.6	4.5	84	105	1.2	1.3	15.9	15.1	5 1/2-6	10.0	11.0
Prune.....	6.7	7.2	600	629	1.8	1.8	40.7	41.0	32	33.9	32.8
Tomato.....	17.1	17.3	1,751	1,761	1.5	1.5	57.5	58.0	46	28.5	26.8
All other.....	31.7	28.8	4,278	3,351	2.1	1.9	55.0	51.6	46	31.5	30.6
Total.....	51.3	49.1	8,790	7,805	2.7	2.6	53.9	52.8			
Single-strength orangeade..	4.1	4.8	553	652	1.6	1.5	73.2	78.5	46	27.8	26.8
Grapefruit sections.....	5.8	4.6	312	248	1.4	1.5	35.9	34.6	2/16	20.1	18.6

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, June 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	17.6	21.7	685	846	1.7	1.4	10.5	11.3	62.9	52.4
Florida.....	4.3	10.5	264	575	2.0	1.6	11.6	13.2	62.1	41.7
Unidentified.....	4.6	6.2	152	228	1.4	1.2	10.7	12.5	56.4	42.6
Total 1/.....	24.2	33.6	1,125	1,676	1.9	1.7	10.7	12.0	61.5	47.7
Grapefruit:										
California-Arizona.....	3.9	2.6	175	179	1.7	1.7	4.4	5.9	112.5	85.3
Florida.....	3.3	8.5	135	447	1.6	1.7	3.8	4.5	148.8	102.7
Unidentified.....	4.0	5.1	160	232	1.6	1.5	4.0	4.5	126.8	101.8
Total 1/.....	10.0	14.7	496	880	1.9	1.8	4.1	4.8	125.0	97.8
Lemons.....	25.8	29.6	508	472	1.7	1.4	7.8	7.8	42.7	41.7

1/ Includes purchases of Texas fruit.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0	278	238	19.8	18.6
May.....	2/	1.0	2/	70	2/	14.9	5.7	5.0	303	242	19.7	18.8
June.....	2/	1.0	2/	92	2/	14.7	5.8	4.6	312	248	20.1	18.6
October-June 3/.....			667	751					2,649	2,638		
July.....		2/		2/		2/		5.3		296		18.7
August.....		2/		2/		2/		5.4		301		19.1
September.....		2/		2/		2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date ^{1/}

Period	Other frozen concentrated juices ^{2/}				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December ^{3/}	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March ^{3/}	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....	703	528	19.3	18.1	27.6	32.9	4,685	6,894
June.....	700	581	19.2	17.9	26.8	32.9	4,074	6,511
October-June ^{3/}	6,679	4,814					52,242	56,493
July.....		636		18.1		32.4		6,177
August.....		567		18.2		31.6		5,824
September.....		502		18.3		31.1		5,892
Season ^{3/}		6,667		18.1				75,792

^{1/} Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

^{2/} All frozen concentrated juices except orange and grapefruit are reported as other.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5 $\frac{1}{8}$ -6 ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	cases ^{1/}	cases ^{1/}	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December ^{2/}			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March ^{2/}			13,153	9,968					304	292		
April.....	4.4	3.6	2,147	1,858	39.6	35.6	2.6	2.3	55	48	10.4	10.9
May.....	4.2	3.5	2,099	1,937	40.9	35.2	3.1	2.9	68	63	10.6	10.7
June.....	4.0	3.7	2,087	1,933	40.4	34.9	3.6	4.5	84	105	10.0	11.0
October-June ^{2/}			19,944	16,185					525	521		
July.....		3.3		1,674		35.0		4.5		108		10.4
August.....		3.1		1,574		35.1		3.4		87		10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season ^{2/}				21,347		35.5				787		11.3

^{1/} Equivalent cases 24 No. 2 cans...432 oz. per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of		Purchases	Average price		Percentage of		Purchases	Average price			
	all families			per 32-ounce		all families			per 46-ounce			
	buying			bottle		buying			can			
1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	
Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	
October.....	7.7	8.1	666	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6
May.....	7.0	7.4	642	663	33.7	32.6	17.4	18.1	1,794	1,929	28.7	26.3
June.....	6.7	7.2	600	629	33.9	32.8	17.1	17.3	1,751	1,761	28.5	26.8
October-June 2/.....			6,200	6,506					17,602	17,506		
July.....		7.2		623		33.0		16.1		1,729		26.8
August.....		7.0		595		32.8		16.1		1,654		26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of		Purchases	Average price		Percentage of		Purchases	Average price			
	all families			per 46-ounce		all families			per No. 2			
	buying			can		buying			can			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5
May.....	31.5	28.0	4,146	3,403	31.8	30.6	51.4	48.2	8,898	7,925	13.9	13.5
June.....	31.7	28.8	4,278	3,351	31.5	30.6	51.3	49.1	8,790	7,805	14.0	13.5
October-June 3/.....			35,835	30,075					81,539	72,002		
July.....		28.2		3,417		31.1		47.8		7,877		13.6
August.....		27.7		3,316		31.1		47.6		7,569		13.6
September.....		26.0		2,912		31.7		45.9		7,143		13.6
Season 3/.....				40,406		30.9				96,254		

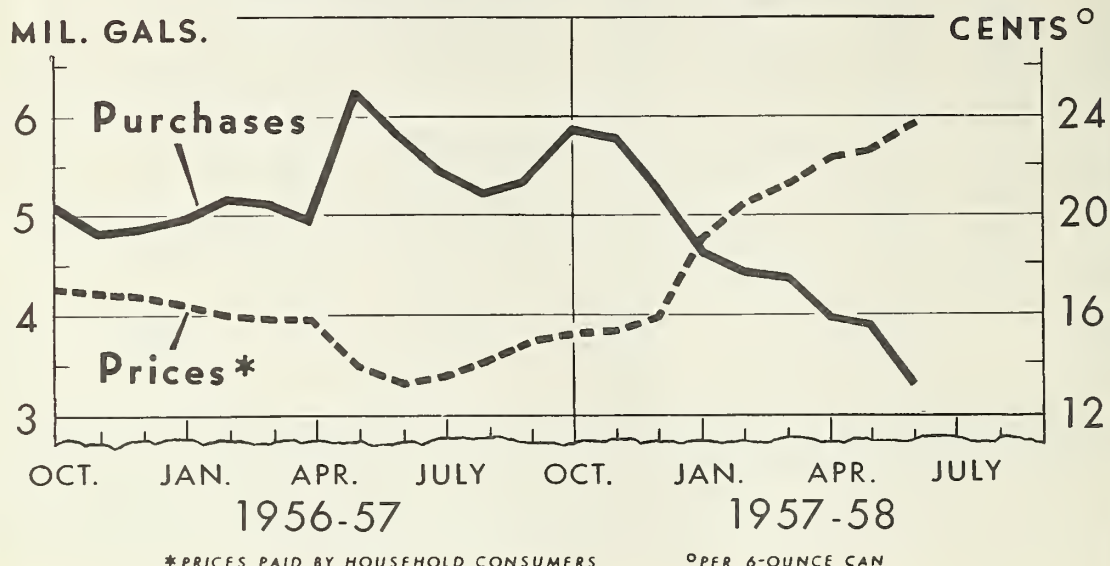
1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 1

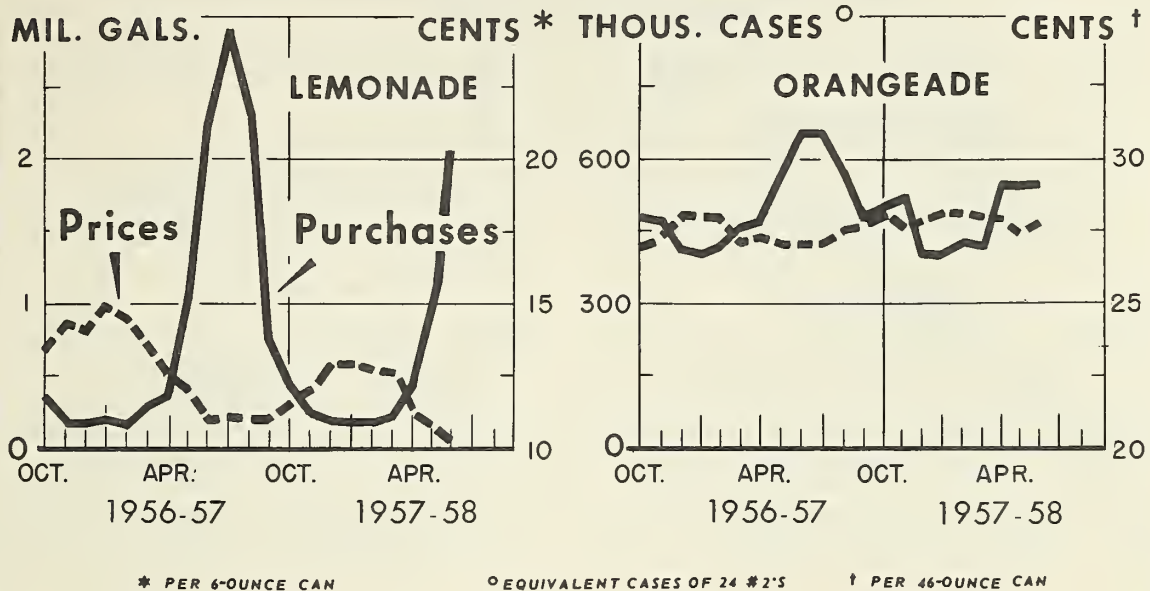
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....	24.2	30.8	3,915	6,296	22.5	14.0
June.....	23.5	30.3	3,320	5,838	23.9	13.3
October-June 1/.....			44,896	50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

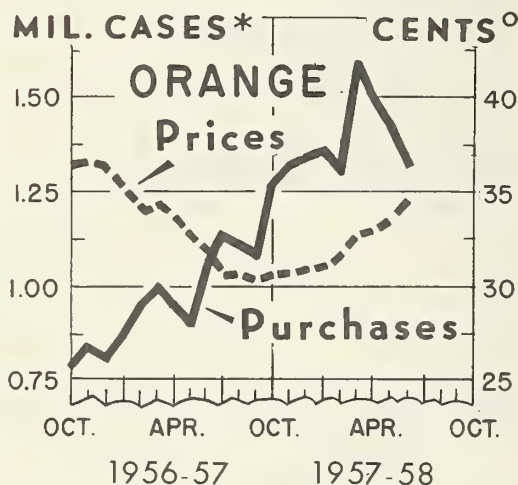
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		1957-58	1956-57	per 6 oz. can		families buying		1957-58	1956-57	per 46 oz. can	
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,332					2,867	2,781		
April.....	4.7	3.5	434	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....	8.8	8.5	1,115	1,010	10.8	11.9	3.7	4.2	550	572	27.4	26.8
June.....	14.3	17.0	2,048	2,231	10.3	11.0	4.1	4.8	553	652	27.8	26.8
October-June 2/.....			5,761	5,397					4,678	4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

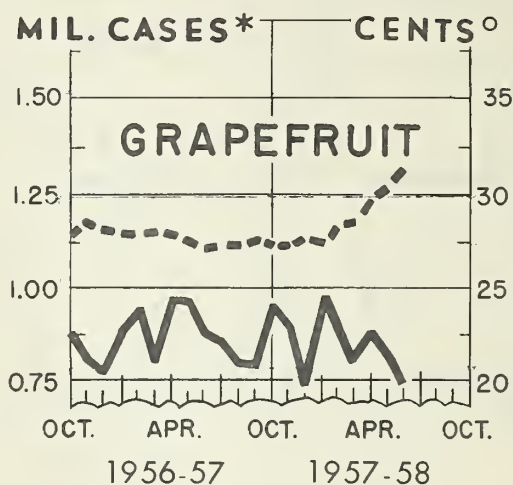
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all families buying		Purchases		Average price per 46 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....	11.0	8.1	1,433	898	33.4	32.7	7.4	8.1	815	969	30.4	27.4
June.....	11.0	9.0	1,328	1,071	34.3	31.9	7.2	7.5	749	888	31.4	27.1
October-June 2/.....			13,129	8,849					8,248	8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

1/ Equivalent cases 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

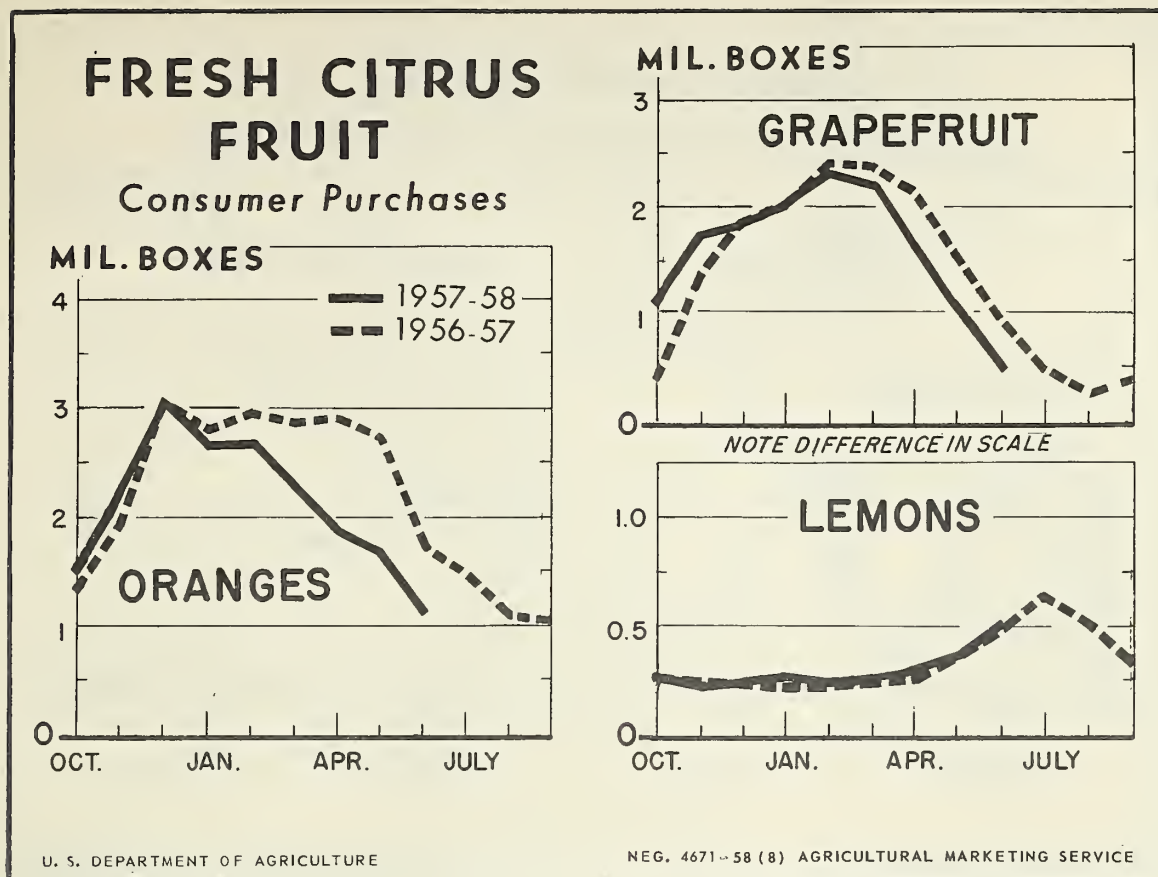


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,389	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,508		
April.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
May.....	1,686	2,719	62.0	48.5	1,085	1,540	116.6	90.1	363	359	44.6	43.3
June.....	1,125	1,676	61.5	47.7	496	880	125.0	97.8	508	472	42.7	41.7
October-June 1/.....	20,651	24,276			15,656	16,359			2,888	2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		28,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

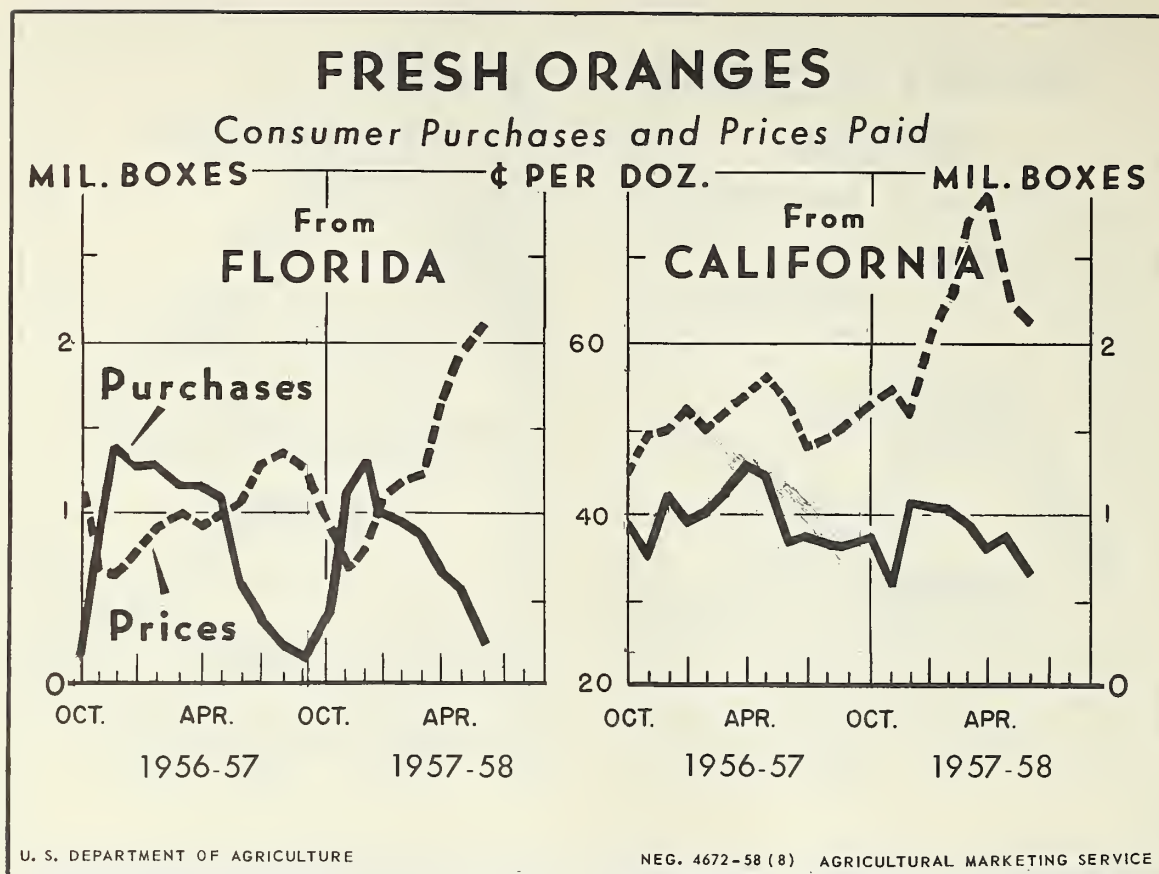


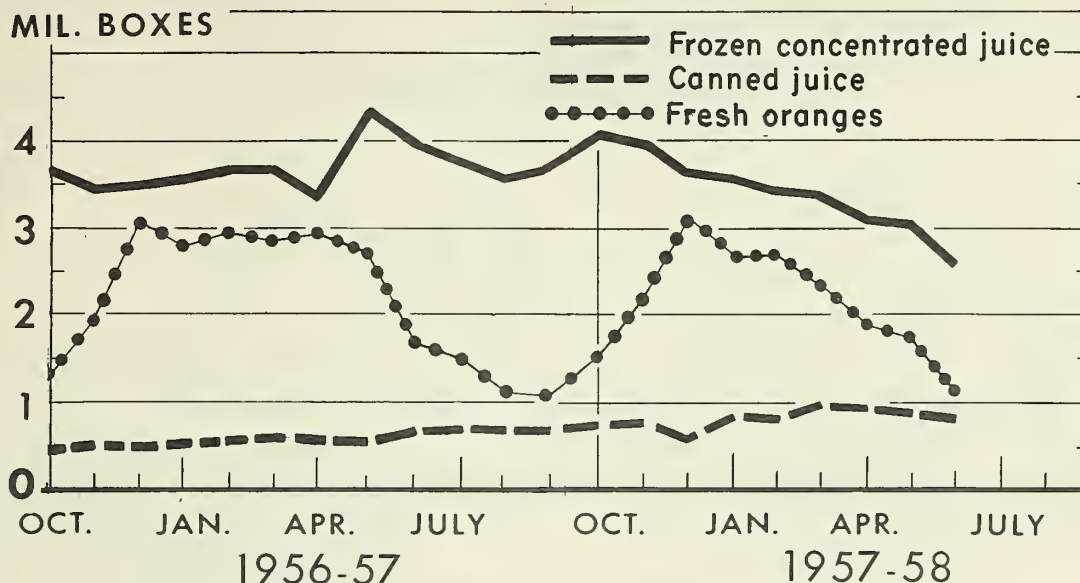
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....	552	1,085	58.1	39.9	872	1,221	65.6	56.2
June.....	264	575	62.1	41.7	685	846	62.9	52.4
October-June 1/.....	7,741	9,000			8,515	10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-58 (8) AGRICULTURAL MARKETING SERVICE

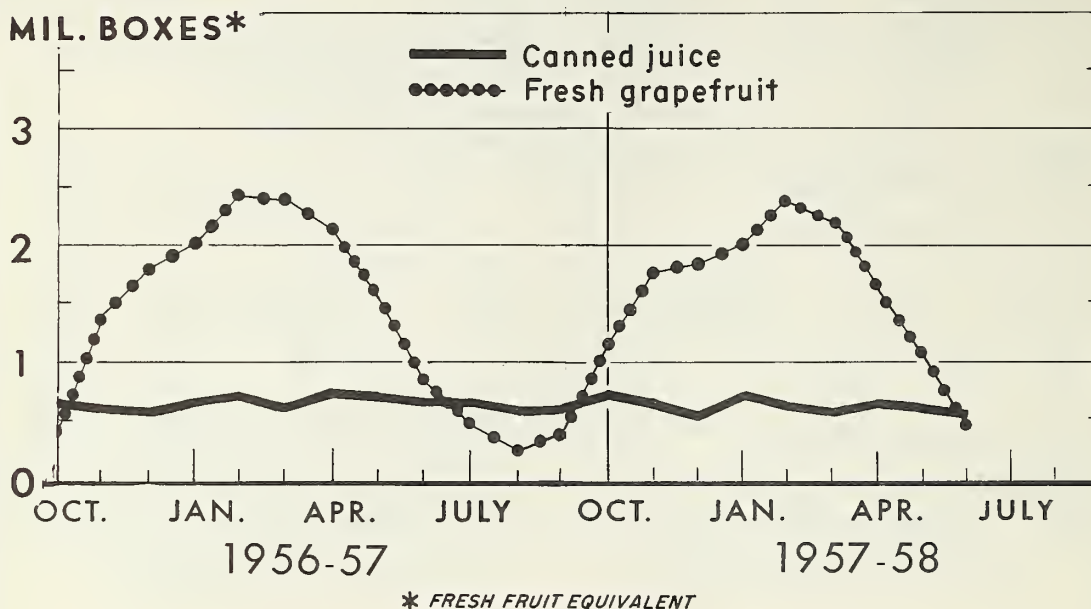
Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,393	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	15,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May.....	1,686	2,719	3,030	4,281	893	541	5,609	7,191
June.....	1,125	1,676	2,570	3,970	827	645	4,522	6,291
October-June 1/.....	20,651	24,276	33,149	35,734	7,954	5,271	61,754	65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (8) AGRICULTURAL MARKETING SERVICE

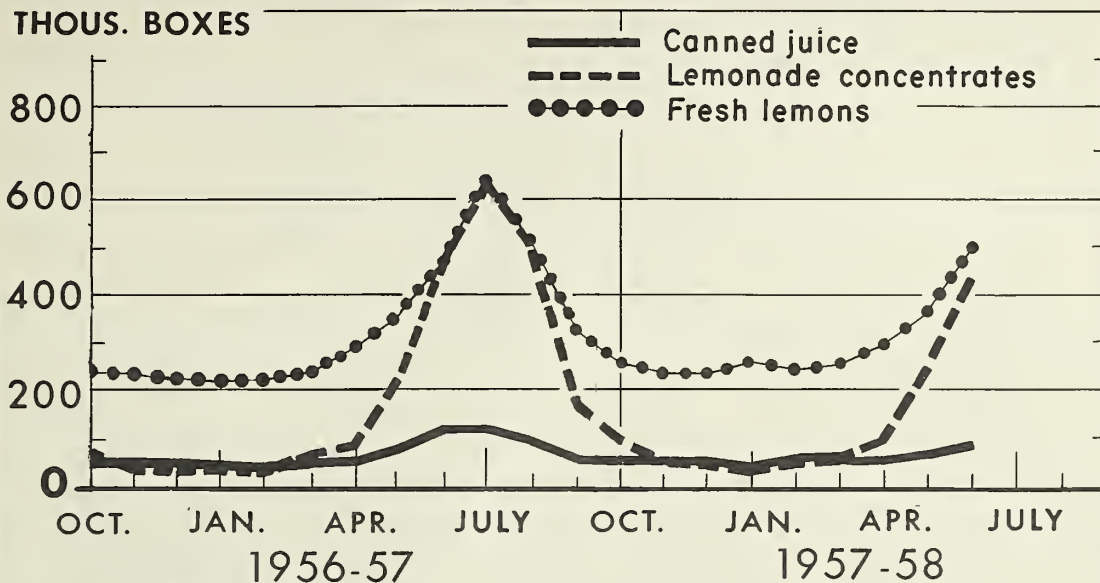
Figure 7

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	667	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....	2,193	2,389	596	608	2,789	2,997
October-March 1/.....	12,266	11,492	4,209	4,839	16,475	16,331
April.....	1,638	2,131	657	735	2,295	2,866
May.....	1,085	1,540	610	729	1,695	2,269
June.....	496	880	560	668	1,056	1,548
October-June 1/.....	15,656	16,359	6,161	7,118	21,817	23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	225	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
May.....	363	359	73	70	235	213	239	216	675	645
June.....	508	472	90	115	432	471	439	478	1,037	1,065
October-June 3/.....	2,888	2,727	581	567	1,216	1,138	1,244	1,152	4,713	4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Penalty for Private Use to Avoid
Payment of Postage, \$300

OFFICIAL BUSINESS